



CALL FOR PHILIP MORRIS!

WORDS...and MUSIC—

158

You *can't* help inhaling—but you
can help your throat. Smoke—
AMERICA'S FINEST CIGARETTE

**THE CURTAIN'S UP—
on smoking pleasure
without penalties—**



CALL FOR PHILIP MORRIS!

You *can't* help inhaling—but you
can help your throat. Smoke—
AMERICA'S FINEST CIGARETTE

**YEAR'S SMARTEST
LINE....**

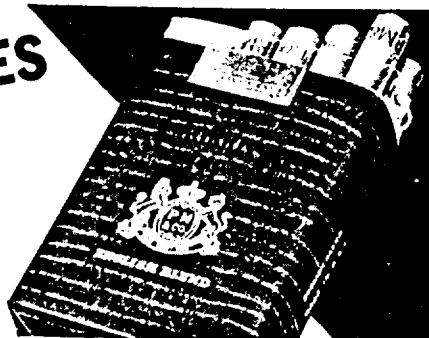


CALL FOR PHILIP MORRIS!

AMERICA'S FINEST CIGARETTE

**PLAYING TO
BIGGER AUDIENCES
EVERY DAY!**

America's Finest Cigarette. Better
in taste—proved better for you.
You *can't* help inhaling—but you
can help your throat!



**FINAL CURTAIN
on smoking penalties**



CALL FOR PHILIP MORRIS!

You *can't* help inhaling—but you
can help your throat. Smoke—
AMERICA'S FINEST CIGARETTE